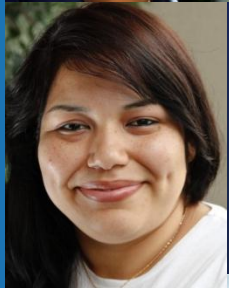


National Cancer Institute



Raising Awareness About Cancer & Addressing Needs of Minority Communities

Office of Communications and Education
National Cancer Institute

U.S. DEPARTMENT
OF HEALTH AND
HUMAN SERVICES
National Institutes
of Health

Addressing the Need

NCI Grantees Working with AI/AN Communities

- **The American Indian/Alaska Native Initiative on Cancer – Mayo Clinic College of Medicine**
- **Northwest Tribal Cancer Navigator Program-Northwest Portland Area Indian Health Board**
- **Regional Native American Community Networks Program - University of Washington**
- **Southwest American Indian Collaborative Network - Mel and Enid Zuckerman College of Public Health**
- **University of Oklahoma Community Networks Project - University of Oklahoma Health Sciences Center**

EPEC™-O

(Education in Palliative and
End-of-Life Care for Oncology)

the **CD-ROM**

with American Indian and Alaska Native
Cultural Considerations



Why Outreach Through Multicultural Media?

- Ethnic media is the *fastest-growing* segment of American journalism.
- The number of U.S. adults consuming ethnic media is up 16% since 2005.
- Nearly 60 million Americans regularly get information from ethnically oriented media.

A man with dark hair and glasses is shown from the chest up, looking down at a newspaper he is holding. His eyes are closed, and he has a thoughtful or perhaps frustrated expression. Above his head is a large, white, cloud-like thought bubble with a black outline. The background is a dark blue gradient with some lighter blue circular patterns and a bright light source on the right side creating a lens flare effect.

Ethnic media reaches $\frac{1}{4}$
of the entire U.S.
population and 80% of
adults in minority
communities.*

*Source: New America Media

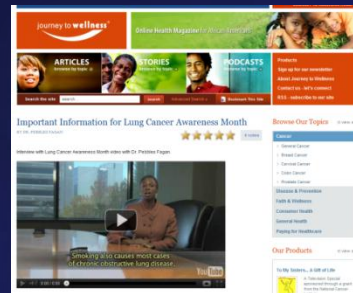
National Cancer Institute

NCI Multicultural Media Outreach

- MMO disseminates targeted cancer information and news to minority communities through minority media outlets.
- MMO *proactively* reaches out to ethnic and cultural media outlets including:
 - Radio
 - Print
 - Television
 - Internet/Social Media
- Important element of outreach efforts is *partnership*.

Lifelines™

Lifelines™ is an educational series that addresses cancer prevention, treatment, survivorship, clinical trials and other cancer-related topics for African American, Hispanic, Asian American and Pacific Islander and Native American populations.





Lifelines Headlines

Celebrity Battles with Pancreatic Cancer Help Increase Awareness of a Cancer

Hispanic Americans Can Get Skin Cancer: This Summer, Protect Yourself

Learn About Clinical Trials: Are They Right for You?

Enhancing Life after Cancer Treatment

Reducing Your Risk for Oral Cancer – Something to Smile About

African American Communities Working With NCI to Address Disparities

Cervical Cancer Awareness for Women: Knowledge and Action is Power

THE WILMINGTON JOURNAL

Palliative and End-of-Life Care in minority populations

Lifelines

African-Americans, Hispanics, and other populations of color suffer disproportionately from cancer. Palliative care and hospice care providers offer expert management to alleviate the suffering associated with cancer for the patient and the family. These healthcare professionals can help those affected by cancer deal with physical and emotional pain and other symptoms, as well as psychological and social problems. Yet, African-Americans and Hispanics utilize hospice and palliative care at a much lower rate than whites. For instance, African-Americans comprise less than 8 percent of patients enrolled in hospice programs. Studies have identified barriers to hospice and palliative care for minority populations. These barriers include the concern about the costs of care and the burden on the family, a mistrust of the healthcare system, a lack of awareness about such services, perceived conflicts of personal or cultural values, and language barriers. The following questions and answers are based on the APPEAL training curriculum (A Progressive Palliative Care Educational Lifelines).

African-American palliative care. Richard Payne, M.D., ICEOL Director, and the late Marian and the team of PhD, and a team of a renowned expert on a topic and author of information for the National Cancer Institute. Improving Palliative Care. Isn't hospice care more can be done? Hospice is a care based on a set of patients and end of life. and provide their resid include th or reside hospital, hospice f are care home. What than Hospic ageme sympt al ne and serv anx mem report the general public. Cancer

management at the end of life. Caregivers are more likely to report poor communication and overall quality of care. Hospice with the end-of-life care. addresses issues.

The Philadelphia Tribune

Fight cancer disparities with lifestyles changes

You've been promising yourself that you'd make a change. In fact, you've been promising yourself this for a while. But it just seems that there's never enough time or money to start that exercise program, change your diet or do something nice for yourself. These simple lifestyle changes may reduce your chances of developing or dying from cancer. You might be asking yourself why? Why would cancer be influenced by how you live your life and even

groups in the United States." Meaning, you're more likely to get or die from cancer. The leading cause of cancer death in African Americans, both men and women, is lung cancer, which is nearly always caused by cigarette smoking. However, when it comes to other cancers, like prostate, colorectal and breast cancers, the numbers are worse for African-Americans than for other races. Death rates from prostate cancer are far higher among African-

such as cigarettes
• Living in stressful environments
However, you can fight these causes of cancer disparities. In fact, the number of new cancer cases can be reduced and many cancer deaths can be prevented, just by adopting a healthy lifestyle. Quitting smoking or not starting in the first place and avoiding sun exposure have been proven to reduce a person's chance of developing cancer. And increasing physical activity and improving nutrition

el. latino San Diego

Date: Thursday, October 01, 2009
Location: WILMINGTON, NC
Circulation (DMA): 9,000 (198)
Type (Frequency): Newspaper (W)
Page: 5
Keyword: National Cancer Institute

Date: Thursday, November 19, 2009
Location: SAN DIEGO, CA
Circulation (DMA): 65,900 (27)
Type (Frequency): Newspaper (W)
Page: 24
Keyword: National Cancer Institute

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Concientización sobre el cáncer colorrectal

Por el Instituto Nacional del Cáncer
El cáncer colorrectal es la segunda causa de muerte por cáncer en los Estados Unidos en hombres y mujeres. Aunque existen diferencias en la incidencia entre las poblaciones, la mayoría de los casos de cáncer colorrectal se ven afectados por factores de riesgo que se pueden controlar. Estos factores incluyen: la dieta, el estilo de vida, la obesidad, el consumo de alcohol y el tabaquismo. Las pruebas de detección pueden ayudar a encontrar el cáncer colorrectal temprano, cuando el tratamiento puede ser más efectivo. Las pruebas de detección de cáncer colorrectal incluyen la colonoscopia y la prueba de sangre oculta en las heces. Con las pruebas de detección, las personas pueden reducir su riesgo de morir por cáncer colorrectal. Las pruebas de detección de cáncer colorrectal son fáciles de hacer y pueden salvar vidas. Si usted tiene un familiar con cáncer colorrectal, hable con su médico sobre las pruebas de detección. Las pruebas de detección de cáncer colorrectal pueden salvar vidas. Si usted tiene un familiar con cáncer colorrectal, hable con su médico sobre las pruebas de detección. Las pruebas de detección de cáncer colorrectal pueden salvar vidas. Si usted tiene un familiar con cáncer colorrectal, hable con su médico sobre las pruebas de detección.

Lifelines

National Cancer Institute

In the Beginning ... YouTube



Jorge Gomez, Ph.D., M.D.
Instituto Nacional del Cáncer



It's time to be smoke-free
start enjoying a healthier






The Appeal of Video

- Using existing spokespersons
- Tracks language and message of existing NCI product -- *Lifelines* articles
- Limited to 2 minutes
- Taped at present facilities



Multicultural Media Web Page




National Cancer Institute
U.S. National Institutes of Health | www.cancer.gov

In English | [En español](#)

[NCI Home](#) | [Cancer Topics](#) | [Clinical Trials](#) | [Cancer Statistics](#) | [Research & Funding](#) | [News](#) | [About NCI](#)

Multicultural Media Outreach Program




Posted: 11/05/2010

Quick Links

- [Director's Page](#)
- [Dictionary of Cancer Terms](#)
- [NCI Drug Dictionary](#)
- [Funding Opportunities](#)
- [NCI Publications](#)
- [Advisory Boards and Groups](#)
- [Science Serving People](#)
- [Español](#)

Questions about cancer?

- 1-800-4-CANCER
- [LiveHelp online chat](#)



NCI Highlights


- [NCI Education and Training Tools for Health Professionals](#)
- [NCI Issues Cancer Trends Progress Report: 2009/2010 Update](#)
- [The Nation's Investment in Cancer Research FY 2011](#)

The Multicultural Media Outreach (MMO) Program at the National Cancer Institute's (NCI's) Office of Communications and Education is the contact point for multicultural media outlets seeking evidence-based cancer information, education materials, and news tailored to minority communities affected by cancer health disparities. NCI works with media partners to disseminate culturally relevant information through media interviews, drop-in articles for ethnic newspapers, video vignettes, and other Web-based and social media.


We encourage reuse of the materials listed here. If you are a reporter, editor, or producer of multicultural media and want to develop a story or obtain population-specific cancer information, please contact us (see end of page for contact information).

Media Resources

[Lifelines: Cancer Education Information for Multicultural Media](#)
Ready-to-use articles and videos about cancer topics that are tailored to minority communities affected by cancer health disparities.

 [Lifelines videos](#)
Featuring videos on a wide range of topics, including colorectal, breast, and cervical cancer, tobacco use and lung cancer, complementary and alternative medicine, and nutrition and cancer risk.

Connect with the Multicultural Media Staff

 [@NCImcMedia](#)
Multicultural information and news, including tools developed specifically for journalists reporting on cancer at minority media outlets.

E-mail us: ncimulticultural@mail.nih.gov

Call us: 301-496-9096

Write to us:
Multicultural Media Outreach Team
Office of Communications and Education
National Cancer Institute
6116 Executive Blvd., Suite 410

Related Pages

- [Center to Reduce Cancer Health Disparities](#)
CRCHD works to reduce cancer health disparities in diverse populations through research, training, and partnering.
- [Cancer Health Disparities](#)
NCI's gateway for information about cancer health disparities and related research findings and activities.

www.cancer.gov/mmo

National Cancer Institute

Social Media



AI/AN Media Partners

- Koahnic Broadcasting (producers of “*Native America Calling*”)
- Indian Country Today (newspaper)
- Native American Journalists Association
- Native Media Resource Center

AI/AN Media Venues

- Radio
- Newspapers - *Lifelines* articles
- Videos – *Lifelines* YouTube
- *Lifelines* Audio Files
- Online - Webinars

For More Information

E-mail: ncimulticultural@mail.nih.gov

Visit: www.cancer.gov/Lifelines



www.twitter.com/ncimcmedia



www.youtube.com/ncigov

301-402-4917

National Cancer Institute



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